

The BRITE Initiative

BRITE is a public-private partnership creating beautiful landscaping vignettes along the I-581/U.S. 220 interchanges in the City of Roanoke through the generosity of corporate sponsorships. Sponsorships are for five years and may be in the form of cash or through in-kind materials. Sponsors will be acknowledged through signage placed at the vignette. BRITE will enhance the appearance of the I-581/U.S. 220 corridor while assisting to improve the city's business climate.

Why a Corporate Sponsorship in BRITE?

- Company or organization name prominently displayed with aesthetically pleasing landscapes
- Sustainable landscapes designed by local landscape architects

Benefits of BRITE

- Attractive sandblasted wood signs unique with your corporate or organization logo
- High visibility/name recognition with high volume of motorists
- Maintenance and improvements managed by city staff
- Tax benefits (a portion of the sponsorship is tax deductible)
- Recognition of sustainable practices through sponsorship mention on the City of Roanoke's Clean & Green Campaign Web site
- Sponsorship mention in monthly publication by Office of Economic Development, *BizNews*

To learn more about the BRITE program, please visit www.roanokeva.gov/brite or contact Bob Bengtson, Director of Public Works, at 540.853.2865.



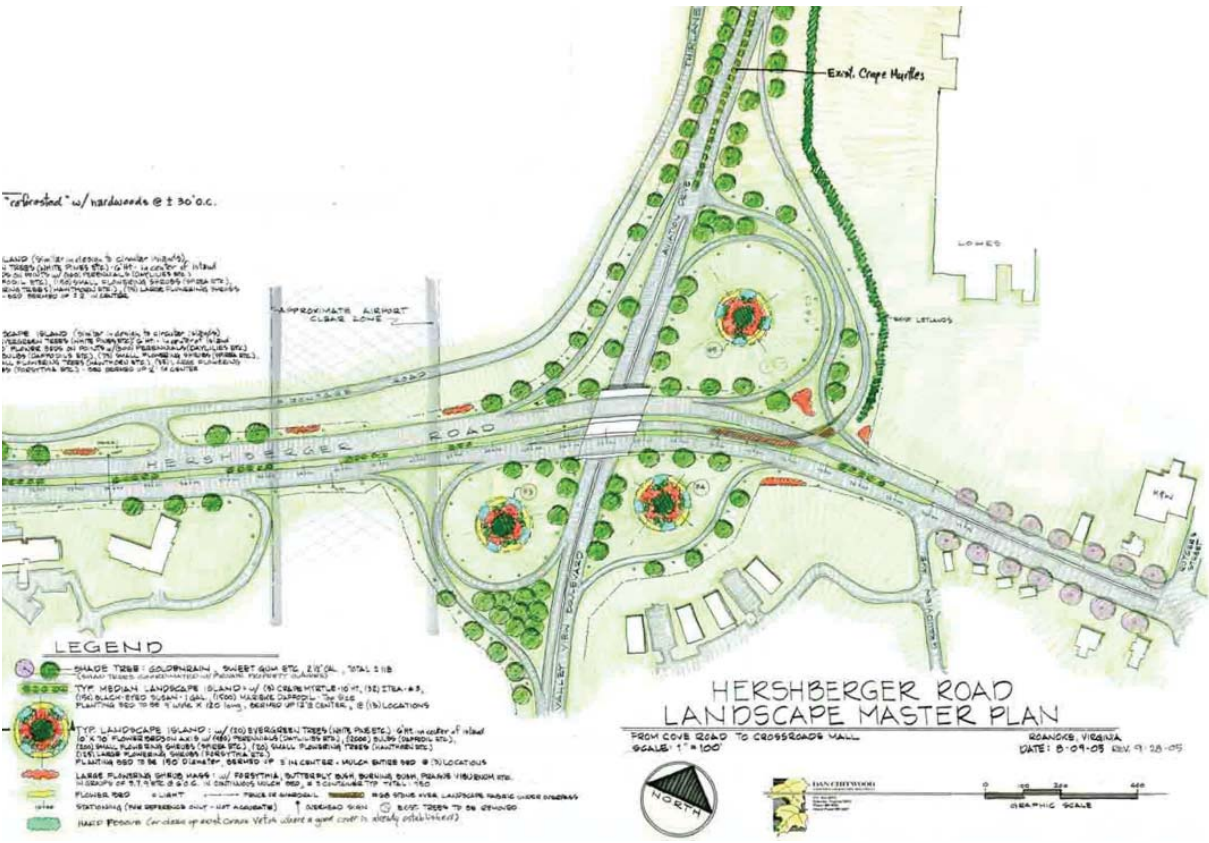
For sponsorship information, contact:
City of Roanoke
Office of Economic Development
117 Church Ave. SW
Roanoke, VA 24011
540.853.2715



BRITE

Beautify Roanoke Interchanges Through Enhancement

BRITE Sponsorship Levels



\$10,000 Level* – Silver Star

This level applies to all interchanges south of Elm Avenue. Traffic levels in this corridor remain high at up to 63,000 vehicles per day; however, traffic counts tend to be lower south of the Downtown Roanoke.

- Franklin Road Interchange
- Wonju Street Interchange
- Route 419 Interchange

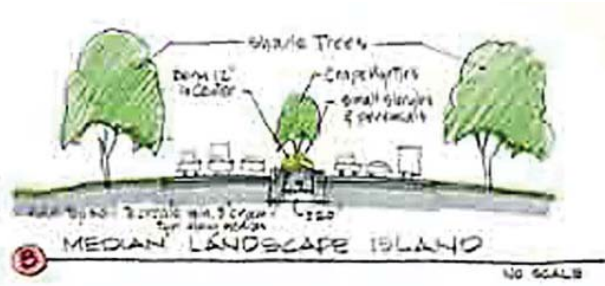
** Dollar levels are pre-determined by the Virginia Department of Transportation.*

\$20,000 Level* – Gold Star

This level of sponsorship applies to all interchanges north of Elm Avenue. These interchanges experience the highest traffic levels in Roanoke with upward of 74,000 vehicles per day and are premier sites for corporate or organization sponsorship.

- Peters Creek Road Interchange
- Herschberger Road Interchange
- Valley View Blvd. Interchange
- Orange Avenue Interchange
- Williamson Road Interchange
- Elm Avenue Interchange

City of Roanoke staff is pleased and prepared to work with prospective sponsors to develop a plan for the BRITE program.



BRITE Sponsorship Request

Date: _____

Corporate/Agency Name: _____

Contact Name/Title: _____

Contact Email Address: _____

Address: _____

Phone Number: _____

Interchange Preference: _____

Signage (logo image attached) _____